

CONSERVATION-BASED GREEN MARKETING

OSEC Issue Brief #6

Gwen F. Wise (US EPA)

Office of Sustainable Ecosystems and Communities

U.S. Environmental Protection Agency

Introduction

To illustrate the concepts of green labeling and green marketing, this issue brief depicts three examples of communities that have embarked upon the road to sustainable economies by making more effective use of local natural and human resources and enhancing their economy by manufacturing and marketing products and services in a more environmentally-benign manner. The last six pages highlight organizations, Internet resources, reading material, and people to contact for additional information.

What is Green Marketing

There are a growing number of consumers eager for products whose production does less harm to the environment. Green marketing is the process by which businesses produce, label, distribute, and/or sell goods and services (many times at a premium price) to consumers who prefer purchasing products that are generated in a more environmentally-responsible manner. To tap into and expand this market, firms operating in a more "environmentally friendly" way work to distinguish themselves as "green". "Green " consumers, in turn, create more demand (and business opportunities) for goods and services whose production and consumption incorporate environmental and social costs.

A vital step in green marketing is ensuring consumers that the product was produced in a manner that was environmentally sound. This is done by "certifying" products - kind of like a "Good Housekeeping Seal of Approval". The product or input into a product (for example, timber that has been harvested at sustainable rates using low-impact logging practices) is then labeled so consumers are provided with the necessary information to make educated choices.

Certifying Green Products

There are numerous national and international programs for certifying and labeling timber and agricultural products and consumer goods whose production

and use are less harmful to the environment (i.e. energy efficient lighting, chlorine-free paper, etc.). For durable consumer goods, the field of green certification and labeling is relatively new and the two key domestic organizations, Green Seal, a nonprofit organization, and the for-profit Scientific Certification Systems (SCS -formerly known as Green Cross) have only been in existence since 1990.

Green Seal certifies products that meet their product-by-product environmental standards and rewards these companies by allowing them to use their emblem - a blue globe with a green check mark. Green Seal only tests products when the manufacturer pays for the testing. However, Green Seal helps create demand for the product by identifying buyers for its Environmental Partners Program. As of December 1995, Green Seal had developed standards for 77 varieties of consumer good products; 313 products manufactured by 16 companies have received Green Seal's eco-label. "Energy Ideas: Green Seal: The Green Stamp of Approval." Volume 4, Number 1. Winter 1996. A Publication of the Center for Study of Responsive Laws Government Purchasing Project. Page 5.

SCS, a for-profit venture, differs from Green Seal in that this organization verifies and certifies the accuracy of environmental claims voluntarily submitted by a manufacturer concerning a product. SCS's Environmental Claims Certification Program does not employ a specific set of standards or criteria; rather, they determine whether products actually justify terms like "biodegradable", "energy-efficient" and "water conservation". If SCS determines that these claims are truthful, they issue the SCS Cross and Globe logo. The verification cost must be borne by the company; these costs can run between \$2,000 - \$6,000 per individual claim. Ibid #1.Pg.14. SCS also has a "Certified Eco-Profiles" program that evaluates the life-cycle burdens of a product and the results are printed on a label affixed to the product - similar to the nutritional information label on food products.

The most extensive national source for environmentally friendly products and services is the National Green Pages, published by Co-op America (see section called Contacts for this and other listings). Co-op America is a listing authority that screens businesses that wish to become members and have their products and services advertised in the National Green Pages. Co-op America does not use specific criteria or pay scientific certification companies to individually test each product that is listed in this document. Businesses, however, must fill out a questionnaire for Co-op America that explains how their company applies social and environmental responsibility principles. The National Green Pages contains over 1,800 products ranging from organic cotton sheets to solar-powered lawn mowers. This directory also includes service providers (i.e., landscape firms, bed and breakfasts, etc.) that incorporate environmental responsibility into their business credo.

Groups that certify and manage "green" forestry practices have also just recently come into existence. In 1993, the Forest Stewardship Council (FSC) established the FSC Checkmark for natural forest management. This Checkmark accredits certifiers - individuals and organizations- as being competent to perform certifications in accordance with FSC's principles and criteria. FSC principles include criteria like selective cutting, less road building, creation of natural preserves, and leaving ample time for forest regrowth. The certification program is also based on locally-defined forest-management practices that allow for flexibility in the development of national and regional standards that fit ecological, social and economic circumstances. Recently, both the World Wildlife Fund and The Wilderness Society were accepted as members of FSC.

Conservation-Based Development

Principles of Conservation-Based Development

- Manage natural resources to restore and maintain biological diversity;
- Seek social as well as business returns;
- Prefer native species to introduced ones;
- Process and add value to raw materials before exporting them;
- Harvest no more than what is replenished naturally;
- Use new technologies to increase productivity rather than just using more resources;
- Apply the highest standards of energy efficiency;
- Use and control waste to prevent damage to the environment; and
- Improve industry standards for restorative fishing, farming, and forestry.

Principles developed by Shore Trust Trading Group, Ilwaco, Washington. The goal of conservation-based development is to help entrepreneurs succeed in environmentally and socially sound economic enterprises. However, there are many institutional and informational barriers to communities and businesses developing conservation-based green marketing ventures. Much of the business, financial, and political and governmental infrastructure in this country is based upon large-scale production. Also, fear of change and lack of understanding of the linkages between the economy and environment impede a faster shift to "green marketing." To succeed, conservation-based communities, businesses, and entrepreneurs must create local organizational capacity, secure access to resources (i.e., credit and markets), and enhance entrepreneurial capacity within the community.

Also, for businesses to develop "green" products they need to develop new business plans, production methods, product lines, and marketing plans. Many times traditional lenders are apprehensive about financing new types of ventures.

In addition, much of the time traditional business lenders are reluctant to underwrite "soft" investments (e.g., training, third-party certification, etc.). The challenge for conservation-based entrepreneurs and businesses is to understand and address the environmental and community aspects of their business activities while dealing with the short-and long-term challenges of doing business.

There are many private; non-governmental organizations; and local, state, and federal government agencies that are involved in community and economic development, assisting small- and medium-sized businesses with all aspects of "doing business" (e.g., developing a product, securing financial capital, marketing, etc.). Few organizations, however, actively focus on developing businesses and products that conserve ecosystems, enhance local economies, and achieve community goals (see environmentally-compatible development contacts for a listing).

Below are examples of three, diverse communities that are working to achieve a healthy economy, community, and environment, and have incorporated green marketing into their strategies.

Bringing It All Together: Real-life Places, People & Products

This section provides examples of the integration of green marketing with broad-based community efforts to improve the quality of the environment, economy, and social fabric.

Example I: The Rangelands of Montana - Gallatin Valley: Predator Friendly Wool^{™}

In the Gallatin Valley of Montana agriculture and sheep and cattle ranching are a way of life that spans generations. Most ranchers minimize domestic animal loss to predation by shooting, trapping, and poisoning predators. In 1994, however, two sheep growers in the Valley decided to raise sheep and grow wool in a manner that does not involve the killing of native predators like wolf, coyote, bear, mountain lion, and eagle. A group of people in the Valley formed - conservationists, woolgrowers, business people - to work together and develop strict criteria for raising sheep and woolgrowing using non- lethal predator control. A nonprofit corporation , Predator Friendly, Inc. was started. For a small fee, to cover administrative costs, Predator Friendly, Inc. certifies a rancher and labels their product (i.e., wool) as "predator friendly"^{™}.

To make this idea a reality, the Growers' Wool Cooperative was established. The Cooperative only includes members who have been certified by Predator Friendly, Inc., however, it was devised so both ranchers and non-ranchers can have a stake in the business. Wool growers can either be immediately paid for their wool (in 1996, ranchers were paid \$2/lb. when the going rate for

conventionally raised wool was around \$0.55 a pound) or they can "invest" their wool in the cooperative until the yearly batch of wool is sold by the cooperative. For those individuals that decide to invest, if at the end of the year the cooperative realizes a profit, they receive dividends. Non-ranchers also can have a stake in the cooperative by purchasing preferred shares. By setting up the cooperative in this manner, both ranchers and non ranchers can share in the risk and rewards of their business venture.

The Growers' Wool Cooperative faced substantial barriers. Becky Weed, one of the co-founders of the Cooperative, expressed how difficult it is to "get capital together, devise how to market their products and still do ranching." She also lamented that the technical assistance she has received has been fragmented and that qualifying for nonconventional and commercial loans was an extraordinarily long and challenging process.

The first order of business was to raise capital for their new business. Becky heard about a special State of Montana seed capital fund for marketing innovative agricultural products. Becky was excited about this possibility and after fulfilling all the requirements of the application process the State's fund director convinced her that she had a good chance of qualifying. After many, long hours preparing a business and marketing plan and briefing the State on their efforts, she was told months later that she was "overqualified" and that she and the Growers' Wool Cooperative should pursue commercial funding. Becky became further discouraged after she received rejection after rejection from commercial banks. Finally, she was able to get a line of credit from a local bank because the loan officer knew her husband and had lent money to them previously. Becky had to secure the loan with a mortgage on their farm.

Becky's first Growers' Wool Cooperative product was blankets. The Cooperative located a mill in Utah whose owners were willing to keep the cooperative's wool in a separate batch. That mill processed wool without solvents, bleaches or other harsh chemicals and also recycled fabric and yarn. Becky does not yet have final gross sales or profits numbers for the sale of the blankets; however, the price paid for the wool being used in the blankets is \$4.00 per pound which is much higher than the price of approximately \$1.00 per pound for conventionally-raised wool.

By 1996, six ranching families from Montana and Idaho were involved in the Cooperative. Because the costs of the Utah mill were too high, they moved their yarn milling process to a mill in Oregon and expanded their products line to include sweaters and hats. Also, the sweaters are now hand-loomed by local Montana artisans in their homes. To market their products, the Cooperative is developing their own catalogue and they are making contacts with larger wholesale catalogue companies and retail businesses to carry their product line.

According to Becky, starting Growers' Wool Cooperative has been an interesting

and challenging journey. These families have had to withstand many obstacles including hostility from some members of their ranching and agricultural community. They have been accused of being "kooky" animal rights extremists who are trying to control agriculture. The cooperative members try to dispel this hostility and to ensure their fellow ranchers that they are not condemning their way of life and current business practices but they, personally, want to pursue ranching methods that incorporate the real costs of agriculture.

For more information about Predator Friendly, Inc. or Growers' Wool Cooperative or to receive a list of available products call Becky Weed at 1-406-388-4945.

Example II: The Pacific Northwest - Willapa Bay: Hardwoods, Oysters and Cranberries

The Willapa Watershed in Northern Washington State - 680,000 acres of streams, rivers, and ocean bay- contains a rich fishery that produces oysters, clams, crabs, chinook salmon, coho along with dense inland forests abundant with hardwoods, wild mushrooms, and wildlife. Even though Willapa Bay is one of the most pristine estuaries in the continental United States, much of the region's biological riches have dwindled, including wild salmon runs, sturgeon, and old-growth forests. Also, many of the residents are living in poverty (the region ranks in the bottom third of Washington's per capita income and the State has listed this area as economically distressed).

In 1991, Spencer Beebe, an Oregon Native who had 20 years of experience working to protect tropical forested ecosystems, decided to turn his attentions to the temperate rainforests of the Pacific Northwest. He founded Ecotrust, a non-profit organization dedicated to conservation and economic development in the Pacific Northwest. Beebe and Ecotrust decided that Willapa Bay was an ideal place to pursue conservation-based development because, "Although it has rich natural resources, the long-term trend is one of decline: economic and ecological. {Ecotrust} wanted to show that ecological vitality is the basis for economic vitality." "Beyond the Spotted Owl: Investing in 'Green Market' Enterprises Can Be Good for Both Business and the Environment." The Ford Foundation Report. Winter 1995, Volume 26, No. 1, p.7. Ecotrust collaborated with The Nature Conservancy (TNC) to make this vision a reality.

At first the local people were suspicious of Ecotrust and TNC, but then a diverse group of farmers, fishermen, small-business owners, oyster growers, Native Americans, etc. formed the Willapa Alliance. This Alliance is an independent, grass-roots organization that provides the community with a forum to address the challenges facing their community. Ecotrust acknowledged that it was incumbent upon them to earn the trust and respect of the people of Willapa, and during the past two years all parties have come to appreciate the role they play in helping to

preserve the ecological integrity of Willapa Bay.

These three partners (Ecotrust, TNC, and the Willapa Alliance) commissioned studies of the area's social, economic, and ecological health. The community valued the uniqueness, natural beauty and economic potential of the resource base and many members of the community possessed creativity, energy, and initiative. However, the partners realized that for the fledgling businesses to survive and grow they needed additional business skills, access to markets and credit, and financial capital. To obtain this expertise the partnership located the South Shore Bank of Chicago, the nation's first community development bank.

With South Shore Bank's assistance, in the summer of 1994, Ecotrust created the Shore Trust Trading Group. The Shore Trust Trading Group is a non profit affiliate who finds green markets, provides technical assistance, and supplies high-risk, nonbank credit to companies that produce environmentally-sensitive products. Since their inception, Shore Trust Trading Group has lent over two million dollars to eighteen "environmentally sensitive" firms within the temperate rainforests of the Pacific Northwest. The stories of two of these small businesses and their green products follow.

Skamokawa Creek Enterprises was founded by Tim and Sharon Schmitz. The idea behind its creation was to demonstrate that income could be generated by harvesting timber from the region's forest in a way that does not decrease the ability of the forest to naturally renew itself. Ecotrust helped the Schmitz's locate a company that sells hardwoods from forestry operators who practice ecological stewardship and social responsibility. This company placed an order with the Schmitz's to purchase the fast-growing, underutilized hardwood, alder. Tim and Sharon Schmitz obtained a loan to cover the costs of harvesting the alder. The Schmitz's, as independent loggers, make arrangements with woodlot owners to draft a forestry land management plan, cut the timber and share the proceeds with forested land owners. With the proceeds from this transaction, Ecotrust helped the Schmitz's draw up a business plan and marketing strategy to sustainably harvest and mill more alder and add value to the lumber by making it into wainscoting. This wainscoting is marketed and sold as a sustainably forested wood product.

Another example is Goose Point Oysters owned and operated by Dave Nisbet. Oysters are very susceptible to water pollution, so oyster farmers are keenly interested in maintaining high water quality so they can continue to harvest oysters from the bay. In September 1992, Ecotrust-Shorebank assisted Dave Nisbet in developing a supplier relationship with Nature's Fresh Northwest, an Oregon supermarket chain that features high-quality natural products. Consumers of high-quality, premium-priced food products like to know where their foods come from and the health and safety of those products. Together they created brochures and videos to educate consumers about Willapa Bay, the quality of the

oysters, and how to prepare and cook oysters. Because of these efforts, sales have doubled every year.

In December 1995, Ecotrust and Shorebank Corporation of Chicago received the rights to create a bank which when capitalized at approximately \$12.5 million dollars (a goal they should reach by spring 1997) the ShoreTrust, The First Environmental Bancorporation will open. ShoreTrust, The First Environmental Bancorporation, will be a bioregional bank holding company comprised of ShoreTrust Trading Group, ShoreTrust Lands Corporation (a non-profit lands trust corporation), and ShoreTrust Bank, a regulated commercial bank. ShoreTrust Bank will be capitalized with an equity offering and \$10-12 million dollars from EcoDeposits, FDIC-insured accounts including CDS, savings, money market, and checking account. ShoreTrust Bank will be the wholesale commercial lender providing credit to businesses in Ecotrust targeted communities in the temperate rainforests of the Pacific Northwest who otherwise may have much difficulty securing capital from "traditional" banking sources.

Example III: The Northeast Forest Community; Forest Friendly
Paper©:Forest-Friendly © Demonstration Project

At the time of colonization, the forests of the Northeast United States were brimming with trees and wildlife. These trees, which had been growing over hundreds of years represented an inexpensive, high-quality sawlog resource to the colonists and the British empire. Gradually, up until the end of the nineteenth century, sawlog resources, along with biodiversity, water quality protection and other non-timber forest resources were depleted by high-grading, overharvesting and other inappropriate land management. As remaining reserves became harder and more costly to access the timber companies moved westward.

By the early 1900's the NE forests became commercially more suitable for pulpwood used in the emerging paper industry. Today, the NE forests have more heavily forested acres than in 1930's, but these forests contain a different variety of trees and wildlife than the forests of our colonial predecessors. High quality sawtimber stands have been replaced by fir tree plantations highly susceptible to the spruce-budworms which can wreak havoc and destroy huge tracts of forest.

Unlike the western United States, most of the approximately 26 million acres of forest in New York, Vermont, New Hampshire, and Maine is held privately, much of it by a handful of companies (85% or 22.1 million acres are privately owned). And, in these forests, paper dominates the forest product markets.

Starting in 1993, The Wilderness Society (TWS) researched working in a 30-county area of the Northeast forest community that stretches from the eastern tip of Maine to Tug Hill west of New York's Adirondack Park. TWS was drawn to the NE forests because, "improving the management of pulpwood-producing

lands is essential to the long-term ecological and economic health of the region." And improving the ecological health of the area depends upon creating market opportunities forest products that are produced in a way that are ecologically-compatible with the region.

In May 1996, TWS along with The Forest Partnership of Burlington, Vermont initiated a demonstration project that includes harvesting pulpwood from sustainably managed forest, tracking the raw fiber and intermediate products through the production stage, and marketing the paper to national and international markets.

The first stage was to identify forest lands certified as "well-managed" by an independent certification organization. Currently, three forest landowners with a total of 1 million acres have been certified by organizations accredited by the Forest Stewardship Council. This certification ensures that these forest owners manage their forests in a ecologically sustainable manner. The partners are joined by Lyons Falls Pulp and Paper of Lyons Fall, New York, the nation's first manufacturer of totally chlorine-free paper. Lyons Falls will produce and market Forest-Friendly Paper®. TWS/TFP and Lyons Falls have already located their first customer - a stationer in the United Kingdom committed to supplying sustainable, chlorine-free products.

TWS's plans for future work in forest products certification includes: increasing the number of landowners who become FSC certified; starting a loan fund so small landowners can afford to get FSC certification; expanding the market for Forest-Friendly® products; conducting case studies on the financial viability of these products; identifying barriers and constructing solutions to overcome these obstacles; and creating a public education campaign that explains why a healthy forest ecosystem that provides amenities like clean air and water, recreational opportunities, and wildlife habitat depends on the continued economic and ecological health of the system.

Conclusion

Long-term conservation depends upon the efforts of people who work, live and care about the environmental health of their community. The fortune of local economies, communities, and ecosystems go hand and hand, and long-run sustainability depends upon an alliance between these three critical elements. While it is true that economic and "good" jobs for resident are vitally important to communities, inappropriate, incompatible development presents threats to the local environment and the community's fabric. Ibid #3, p.15. A growing coalition between communities interested in ecosystem health and socially responsible investors and consumers can move us toward an economy in which people's needs are met equitably and within the earth's productive capacity.

Environmentally Compatible Economic Development Contacts:

Ecotrust

#1200 N.W. Front Street, Suite 470

Portland, Oregon 97209

Alana Probst, Director

1-503-227-6225, Fax: 503-222-1517

email: alana@ecotrust.org

Internet: <http://www.ecotrust.org/bank.htm>

Mission is to integrate conservation and development by building on the cultural and economic traditions of local communities throughout the western coastal rain forests of North America.

Shorebank Corporation of Chicago

71St & Jeffery Boulevard

Chicago, Illinois 60649-2096

tel: 1-800-669-7725

Fax: 1-312-493-6609

To open an FDIC-insured EcoDeposits- IRA, CD, Money Market, Checking or Savings Account

contact Susan Grosky at 1-800-669-7725, or email: ecodeposits@sbk.com.

ShoreTrust Trading Group

Port of Ilwaco

P.O. Box 836

Ilwaco, Washington 98624

Tel. (360) 642-4265

Fax. (360) 642-4078

email: diane@ecotrust.org

Internet: <http://www.ecotrust.org/sttg.htm#principles>

A non-profit business development organization that offers business assistance, new marketing strategies, and credit to business people who live and work in the Willapa region.

The Willapa Alliance

Post Office Box 278

South Bend, Washington 98586

Tel. (306) 875-5195

Fax (306) 875-5198

Email: alliance@willapabay.org

Internet: <http://willapabay.org/~alliance/>

A private, non-profit community organization that addresses some of the economic and environmental challenges facing the Willapa Bay region.

The Nature Conservancy -- Center for Compatible Economic Development (CCED)

7 E. Market Street, Suite 210

Leesburg, Virginia 22075
W. William Weeks, Director
Tel: 703-779-1728
Fax: 703-779-1746

email: ecodev@cced.org

CCED has launched compatible economic development programs on the Virginia Eastern Shore, in Appalachia's Clinch Valley, and the ACE Basin of South Carolina. With assistance and funding from EPA's Office of Sustainable Communities and Ecosystems, CCED plans to work in additional dozen ecosystems in the next two years.

The Wilderness Society
900 17th Street, N.W.
Washington, D.C. 20006-2596
(202) 833-2300
spencer_phillips@twsw.org

Predator Friendly, Inc.
HC89 Box 4306
Big Timber, Montana 59011
(406) 388-4945
Dade Tyler or Becky Weed
email: FORWOOL@imt.net

Northwest Area Foundation
East 1201 First National Bank Building
332 Minnesota Street
Saint Paul, Minnesota 55101-1373
612-225-3869
fax 612-225-3881

Their mission is to contribute to the vitality of eight-state region (MN, Iowa, North Dakota, SD, Idaho, Washington, and Oregon) by promoting economic revitalization and improving the standard of living for the region's most vulnerable citizens. NWF believes that the conservation and preservation of natural resources will generate economic activity and provide jobs into the future.

Rocky Mountain Institute
1739 Snowmass Creek Road
Snowmass, Colorado 81654-9199
Tel. (970) 927-3851.
Fax: 970-927-4510

Michael Kinsley

Email: Kinsley@RMI.org

Many publications and reference materials on sustainable economic development, energy efficiency, agricultural policy, and other community development issues.

Center for Northern Rockies
PO Box 1448
Livingston, Montana 59047
Phone: (406) 222-0730
Promotes sustainable development in Northern Rockies.

Corporation for Enterprise Development
777 North Capitol Street, NE, Suite 410
Washington, D.C. 20002. Tel. (202) 408-9788.
Conducts economic assessments for communities and helps to develop
community development plans. Variety of publications, including case studies.

Sustainable Forestry Labeling & Certification Programs
SmartWood certification program of Rainforest Alliance
1 Millet Street
Goodwin Baker Building
Richmond, Vermont 05477
Richard Donovan, Director
Phone: (802) 434-5491

New York Office
65 Blecker Street, 6th Floor
NY, NY 10012
Email: www.rainforest-alliance.org

Scientific Certification Systems
1611 Telegraph Avenue, Suite 1111
Oakland, California 94612
Phone: (510) 832-1415
Fax: (510) 832-0359

Forest Stewardship Council and World Wildlife Fund -- FSC Checkmark
Avenida/Hidalgo 502
Oaxaca, 68000
Oaxaca, Mexico
FSC was established in 1993 to ensure and accredit certifiers as being competent
to perform certification for natural forest management

EPA's Office of Policy, Planning and Evaluation; Renewable Natural Resources
Division
401 M. Street, SW
Washington, D.C. 20460
Tel: 202-260-2757

The Wilderness Society

900 17th Street, N.W.
Washington, D.C. 20006-2596
Phone: (202) 833-2300
Ecology and Economics Research Department
-- Financing Forestry Certification, Forest-Friendly Paper© Demonstration
Project, and FSC certified member since May 1996
spencer_phillips@twos.org

The Appalachian Sustainable Forest Center
50 Lair St
Mt Vernon, Ky 40456-9806
APPALWOOD - The Forestry Certification Program

National Green Marketing Contacts:
Real Goods, 1-800-762-7325
Seventh Generation, 1-800-456-1177

The National Green Pages (\$5.95), available from and FREE with a \$25 membership in Co-op America, WDC, 202-872-5307. This document lists 1,800 businesses and organizations around the country that have met Co-op America's guidelines on environmental and social responsibility.

Green Business Letter
(Tilden Press)
1519 Connecticut, NW Suite 301
WDC, 20036
1-202-332-1700

The Green Business Letter is a journal of corporate environmental policies and practices. It discusses facilities management, waste and energy saving techniques, products, business strategies, personnel practices, and other environmentally-friendly resources for small and large businesses.

Recommended Reading

Hawkins, Paul. The Ecology of Commerce. HarperCollins Publishers, Inc., New York, NY. 1993.

Daly, H.E. and Cobb, J.B. Jr.. For the Common Good: Redirecting the Economy Toward Community, the Environment, and the Sustainable Future. Boston, MA: Beacon Press. 1989.

Power, Thomas Michael. Lost Landscapes and Failed Economies: The Search for a Value of Place. Island Press, Washington, D.C. 1996.

The Ford Foundation Report. "Beyond the Spotted Owl: Investing in "Green Market" Enterprises Can Be Good for Both Business and the Environment." Winter 1995, Volume 26, No. 1. Pgs. 4-11.

Northwest Report- A Newsletter of the Northwest Area Foundation. " Entrepreneurs and Ecosystems: Building Sustainable Economies. " Number 19, January 1996. Pgs. 10-15.

The Nature Conservancy. A Citizen's Guide to Achieving a Healthy Community, Economy & Environment. Center for Compatible Economic Development. 1996.

The Nature Conservancy. The Nature Conservancy. Building a Community-Based Initiative for Compatible Economic Development. Center for Compatible Economic Development. 1997.

Stallworth, Holly. "Jobs & The Environment" - Office of Sustainable Ecosystems and Communities Issue Brief #3. EPA's Office of Policy & Planning. Washington, D.C.. 1996.

Harris, Lisa. " Value-Added Processing" - Office of Sustainable Ecosystems and Communities Issue Brief. EPA's Office of Policy & Planning. Washington, D.C.. 1996.

Internet (national green marketing):

Yahoo! search engine at http://www.webdirectory.com/Products_and_Services

Jade Mountain at <http://www.indra.com/jade-mtn/index.html>

EcoExpo at <http://www.ecoexpo.com/EcoExpo>

EcoMall at <http://www.ecomall.com/> - Largest assortment of environmentally-friendly products on the Internet. Web site includes green companies, products and services, eco news, links, article, and other helpful resources.

Green Labelling Contacts:

Domestic

Green Seal (private, nonprofit)

1730 Rhode Island Ave, NW, Suite 1050

Washington, D.C. 20036-3101

Tel: 202-331-7337 ext.22

My Ton, Research Associate

Scientific Certification Systems (SCS - formerly known as Green Cross)

1611 Telegraph Avenue, Suite 1111

Oakland, Ca. 94612-2113

Tel: 510-832-1415

Fax: 510-832-0359

International

Canada - Environmental Choice Program (ECP) & the EcoLogo Label
Operated by Environment Canada, a Division of the Canadian Federal
Government

TerraChoice Environmental Services, Inc.

2197 Riverside Drive, suite 300

Ottawa, ON K1H 7X3

tel: 613-247-1900

fax: 613-247-2228

Japan - Japan Environment Association - EcoMark label

European Community Ecolabelling Program (complements existing labelling
programs such as German Blue Angel, the French Green Leaf, and the Nordic
Swan)

UK Ecolabelling Board

7th Floor, East Bury House, 3034

Albert Embarkment, London SE1-7TL, UK

Attn: Jerry Rendell

TEL: 44-718201199

Fax: 44-718201104

Germany's Blue Angel

Umweltbundesamt, ZAD

Bismarckplatz 1

Berlin, Germany 33

Tel: 49-30-231-45706

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